



# FRANCISKA

W O R D P R E S S   D E V E L O P E R

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## PROFILE

A passionate and detail-oriented WordPress Developer with 2 years of experience in designing, developing, and maintaining WordPress websites. Adept at customizing themes and plugins, optimizing website performance, and ensuring mobile responsiveness. Seeking to leverage my technical and creative skills to deliver impactful web solutions in a growth-oriented company.

## SKILLS

- WordPress Theme Development & Customization
- Elementor
- HTML5, CSS3, Python
- Shopify
- WooCommerce Customization
- Website Speed Optimization
- SEO Basics

## EXPERIENCE

### WORDPRESS DEVELOPER

#### Why Global Services

November 2024 - Present

- Developed and maintained custom WordPress themes for client websites.
- Customized WooCommerce stores with product filtering, payment gateways, and shipping modules.
- Created reusable blocks and templates using Gutenberg and Elementor.
- Optimized website loading speeds (reduced from 6s to under 2s).
- Collaborated with designers to translate Figma designs into functional WordPress pages.
- Integrated third-party APIs like Mailchimp, Razorpay, etc.

### JUNIOR WORDPRESS DEVELOPER

#### P S V Media

2023 June- 2024 August

- Assisted in building responsive websites using WordPress.
- Fixed bugs, updated plugins, and performed regular backups.
- Added multilingual support using WPML and Polylang.

## EDUCATION

### BACHELOR OF ENGINEERING

Under Anna University

2018 - 2022

- Helped migrate websites from staging to production environments.
- Supported SEO efforts by improving site structure and schema.

## CERTIFICATION

- Static Web Design (Jan 2023)
- Responsive Web Design (Feb 2023)
- Programming Foundations (April 2023)
- Dynamic Web Design (May 2023)

### SJPS SCHOOL WEBSITE(04/2025)

Built a user-friendly WordPress site for SJPS School with sections for admissions, events, and announcements. Included event calendars and contact forms.

TECHNOLOGY USED - WordPress

WEBSITE LINK - [sjps.edu.in](https://sjps.edu.in)

## PROJECTS

### HAIR CARE (05/2025)

HairPro16 Ayurvedic E-commerce Website – Developed a responsive e-commerce platform for Ayurvedic haircare products, featuring seamless shopping, product education, and blog integration. Focused on user experience, secure checkout, and promoting natural solutions for hair concerns.

TECHNOLOGIES USED - WordPress

WEBSITE LINK - <https://hairpro16.com/>

### HITHA WELLNESS(06/2025)

Hitha Wellness E-Commerce Platform

- Developed Hitha Wellness, an e-commerce site for brass kitchenware and wellness products.
- Integrated product listings, cart, and secure checkout using Shopify.
- Ensured responsive design and smooth user experience to support online sales.

TECHNOLOGY USED - Shopify

WEBSITE LINK - [Hithawellness.com](https://Hithawellness.com)